

## Claims

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1. A system for assigning value to listings correlated to user queries wherein:
- a lower level target point describes information that may be used in a query;
  - a listing entity bids on the lower level target point, the bid defining a value of the lower level target point, the lower level target point combined with the bid forming a lower level handle;
  - an upper level target point comprises information that may be used in a query;
  - an upper level handle being a combination of a value of the upper level target point with the information of the upper level target point;
  - the information of the upper level handle being correlated to the information of at least one lower level handle;
  - the value of the lower level handle being a component of the value of the upper level handle;
  - the listing entity selects particular information comprising a listing that is presented to a user in response to a query from the user, the listing being correlated to both the upper and the lower level handles;
  - other listings corresponding to other handles;
  - the user being presented the listing in conjunction with the other listings wherein a listing with a higher value handle is accorded priority over a listing with a lower value handle.
2. The system of claim 1 wherein the handles of the other listings and a handle of the listing incorporate a same target point.
3. The system of claim 1 wherein the listing entity places a bid on each of multiple target points for the listing thereby creating multiple lower level handles and the values and information of at least two or more lower level handles are correlated to at least one upper level handle.
4. The system of claim 2 wherein the same target point describes geographic information.
5. The system of claim 3 wherein the listing and other listings are hosted by a list provider embodied as a node on the Internet, the user accesses the list provider by means of a wireless network and the list provider presents the listing and other listings to the user audibly as voice information.
6. The system of claim 1 wherein other handles are hosted by a list provider;
- a lower level handle is tentatively created by the listing entity;
  - the list provider compares the lower level handle to the other handles;
  - the list provider shows the comparison to the listing entity.

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7. A system of payment for the presentation of a message to user where a listing entity desires to have the message assigned a level of priority by a list service provider when the user searches for information that is relevant to the listing entity wherein:

the message is associated with at least one descriptive target point;

the list service provider organizes a plurality of target points in the manner of a pyramid such that a plurality of specific lower target points at a bottom of the pyramid feed into more general upper target points toward a top of the pyramid;

the listing entity bids a value for a first lower target point and the list service provider automatically correlates the first lower target point to an upper target point;

the listing entity bids a value for a second lower target point, the second lower target point being corresponded to the same upper target point, and the value of the upper target point increases by the value of the bid on the second lower target point, the listing entity thereby passively bidding a value on the upper target point when the list service provider combines the bids for the first and second lower target points to create the value of the upper target point;

the level of priority for presentation of the message to the user is determined by the value of a target point bid, where the target point matches a description of the user's search.

8. The system of payment of claim 7 wherein one of the first and second lower target points matches a description of the user's search, and the message is assigned a lower level of priority.

9. The system of payment of claim 7 wherein the upper target point matches a description of the user's search, and the message is assigned an upper level of priority, the upper level of priority being more prominent than a lower level of priority that corresponds to a search description matching one of the lower target points.

10. The system of claim 7 wherein a target point describes geographic information.

11. The system of claim 7 wherein the message is hosted by a list provider embodied as a node on the Internet, the user accesses the list provider by means of a wireless network and the list provider presents the message to the user audibly as voice information.

12. The system of claim 7 wherein a target point has previously received a bid from a further listing entity and; the target point is tentatively bid upon by the listing entity; the list provider compares the bid from the listing entity with the bid from the further listing entity; the list provider shows the comparison to the listing entity.

13. A system for presenting listings to a user performing a search of listings comprising;

an upper level target point of a fixed bid value;

a listing corresponding to the upper level target point and to a plurality of pre-determined lower level target points;

the lower level target points corresponding to the upper level target point wherein each lower level target point incorporates a variable bid value and a total value of all of the variable bids for the respective lower level target points equals the fixed bid value of the upper level target point.

14. The system of claim 13 wherein a listing entity has entered a first listing and a second listing corresponding to the same upper level target point with a list provider; the first listing associated with at least one lower level target point and a bid value;

the second listing associated with at least one lower level target point and a bid value;

a user performing a search that specifies at least one lower level target point.

15. The system of claim 14 wherein the bid value associated with a lower level target point of the first listing is less than the bid value associated with a lower level target point of the second listing;

the lower level target point of the first listing and the lower level target point of the second listing comprising a same target point;

the user search specifying the same target point;

the list provider presenting the first and second listings to the user such that the second listing is accorded priority over the first listing.

16. The system of claim 15 wherein the listing entity for the first listing and the listing entity for the second listing are independent.

17. The system of claim 15 wherein a listing comprises a unit of real estate.

18. The listing of claim 17 wherein the upper level target point comprises a price and a geographic area.

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